

How exmox became 37Games' biggest UA channel in DACH for hit title Puzzles & Chaos

CHALLENGE

37GAMES released a captivating spin-off in late 2022 of their hit title Puzzles & Survival – Puzzles & Chaos: Frozen Castle. Recognizing the immense potential for growth while maintaining ROAS, 37GAMES strategically partnered with exmox to leverage the vast scale opportunities offered by our three rewarded engagement platforms.

SOLUTION

Exmox launched Puzzles & Chaos: Frozen Castle on both Android & iOS in DACH & the U.S.A. The title was featured prominently with a high placement and attractive reward distribution on all exmox titles. Following analysis to find the ideal balance between optimal placement and enticing rewards, exmox expanded its campaign reach to include the UK & Canada.

#1
network in
DACH

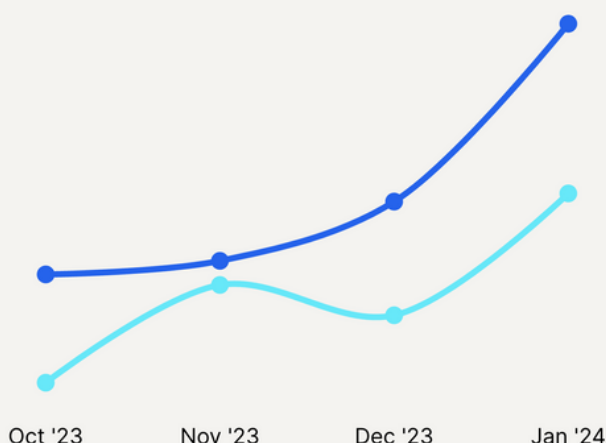
#3
network in
U.S.A.

4x installs
after 4 months

RESULTS

Total Number of Installs

■ DACH ■ USA



All geos & both Android and iOS delivered huge increases in volume just 4 months into the campaign. From October 2023 to January 2024, overall volumes delivered by exmox increased by almost 400%. In particular, the US saw the largest increase in installs, with over 650% volume growth.

Germany, one of exmox's largest user acquisition geos, saw such significant growth that exmox became 37GAMES biggest partner in DACH. In the United States, exmox is 37GAMES's 3rd biggest partner. Following the successful scaling of Puzzles & Chaos' user base, 37GAMES launched a new title in January 2024 with exmox, Nobody's Adventure Chop-Chop.

"Exmox's strategic prowess not only led to a remarkable 4x surge in installs for Puzzles & Chaos within just four months but also underscored the exceptional quality they bring to the table. Their strategic approach and innovative solutions have rendered them indispensable partners in our UA network, showcasing the immense potential in our partnership."

37GAMES